

march of dimes  
march for babies

March of Dimes Foundation

Jeri Bingham  
State Director of  
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June 1, 2008

Kevin J. Martin, Chairman  
Federal Communications Commission  
445 12<sup>th</sup> Street, S.W.  
Washington DC 20554

Re: WUSN-FM (US99)

Dear Chairman Martin:

It is important for you to know how much the March of Dimes values its long-standing relationship with WUSN-FM. WUSN-FM has truly demonstrated its commitment to serving the needs of our organization, and has done so for many years.

The Illinois Chapter of the March of Dimes does not have a budget to pay for advertising, so we count on the support of radio stations to assist us as we try to educate the public on the importance of baby health, premature birth and infant mortality.

Public Service Announcements

For Prematurity Awareness Month (November), March for Babies (April) and many of our special events throughout the year, WUSN will regularly air our public service announcements. Actually, we count on them to, and so far, they have not let us down.

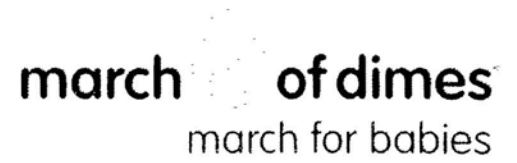
In-Studio Interviews

WUSN also has a public affairs program that has allowed the March of Dimes opportunities for interviews to promote new legislation in baby health, prematurity awareness information and special events. Each year, WUSN has given our organization an open invitation to promote our activities, and has also granted our organization several interviews.

March for Babies

WUSN has been the sole North Suburban walk site media sponsor for one of our largest events, March for Babies for several years. WUSN has provided music, prizes for walkers, as well as a host for this annual event that brings 1000 participants together for the March of Dimes. Each year WUSN provides one of its on-air personalities to welcome our walkers, introduce community leaders and begin the count down for the start of the walk. If we lost WUSN's sponsorship of this event, we would have to pay for an emcee, entertainment and a sound system.

In closing, WUSN continues to show its commitment to the March of Dimes, and has for many years. Of all the local radio stations that we have relationships with, WUSN by far, outweighs many with its support. The support that WUSN provides to the March of Dimes is invaluable.



Our community is very well served by the station, and no national regulation could create the kind of phenomenal local partnership that we already enjoy.

Sincerely,

A handwritten signature in black ink that reads "Jeri Bingham". The signature is fluid and cursive, with the first letters of each word being capitalized and prominent.

Jeri Bingham  
State Director of Communications & Marketing  
March of Dimes